WHAT IS CLAIMED IS:

1. A water-metachromatic laminate comprising a support and superposingly provided thereon i) a porous resin layer which is formed of a binder resin to which a low-refractive-index pigment stands fixed dispersedly, and is opaque in a water-unabsorbed state and capable of turning transparent in a water-absorbed state and ii) a water-repellent resin layer so provided as to exist in the porous resin layer at its some area or areas in a co-existent state; the porous resin layer being so made up that its area or areas not provided with the water-repellent resin layer turn(s) transparent in a water-absorbed state so that the both layers are visually distinguishable.

2. The water-metachromatic laminate according to claim 1, wherein at least one of the porous resin layer and the water-repellent resin layer comprises any image or images selected from a letter, a mark or sign, an Arabic or Roman numeral, a spot, a line and a design.

3. The water-metachromatic laminate according to claim 1, wherein a first colored layer is provided between the surface of the support and the porous resin layer.

4. The water-metachromatic laminate according to claim 1, wherein a second colored layer is provided on the water-repellent resin layer.

5. The water-metachromatic laminate according to claim 4, wherein the second colored layer comprises any image or images selected from a letter, a mark or sign, an Arabic or Roman numeral, a spot, a line and a design.

6. The water-metachromatic laminate according to claim 1, wherein the low-refractive-index pigment comprises a fine-particle silicic acid and the binder resin is selected from urethane resins.

7. The water-metachromatic laminate according to claim 1 or 6, wherein the low-refractive-index pigment comprises a fine-particle silicic acid produced by a wet process and is formulated in the porous resin layer in a proportion of from 1 to 30 g/m^2.

8. The water-metachromatic laminate according to claim 1, wherein the support comprises a cloth.

9. The water-metachromatic laminate according to claim 8, wherein the cloth has been made

water-repellent.

10. A process for producing a water-metachromatic laminate, comprising the steps of;

providing a porous resin layer on a support; and

thereafter applying onto the porous resin layer a water-repelling solution containing a water-repellent resin, by a printing, coating, spraying, writing or stamping means to make the water-repelling solution adhere to the porous resin layer and penetrate thereinto;

followed by drying to form a water-repellent resin layer existing in the porous resin layer in a co-existent state.